Chapter 1   Introduction

1.1   What is a General Plan?

The General Plan is the foundational tool that articulates the principals about the qualities and character of a community. It is about the City's diversity and character, its people, its prosperity, its places, its culture, its recreation, its environment, its safety, its governance, and the elements that tie the City together and enable it to function. An effective General Plan serves, both, as a document that articulates the visions and has the ownership of its residents and one that can be a persuasive tool in mobilizing and managing resources to achieve these visions.

The approach that is being taken to update the Land Use and Mobility Elements is to undertake an aggressive program of community involvement that has at its core four fundamental objectives:

- Maximize the participation of the broadest representation of community interests
- Educate the public about the *(a)* purposes of the planning process and how residents can participate and *(b)* possible land use development concepts (e.g., mixed-use and corridor housing), how they have been applied in other communities, and their pros and cons
- Provide meaningful opportunities and highly interactive techniques for public involvement and input
- Develop a Land Use Element that the community can claim as a reflection of its own future (ownership)

The current Land Use Element identifies 61 separate neighborhoods, which were consolidated by Advance Planning staff into five Community Cluster Advisory Areas based on their common characteristics and issues. Exhibit 1-1 shows the boundaries of the five Community Cluster Advisory Areas.

1.2   Community Cluster Advisory Committee Meetings

This report, *Framework for Land Use and Mobility Elements Update of the General Plan: Community Cluster Input Summary*, presents the results of the first Community Cluster meetings. The meetings were held in January 2004 in each of the Community Cluster Areas at the following locations:
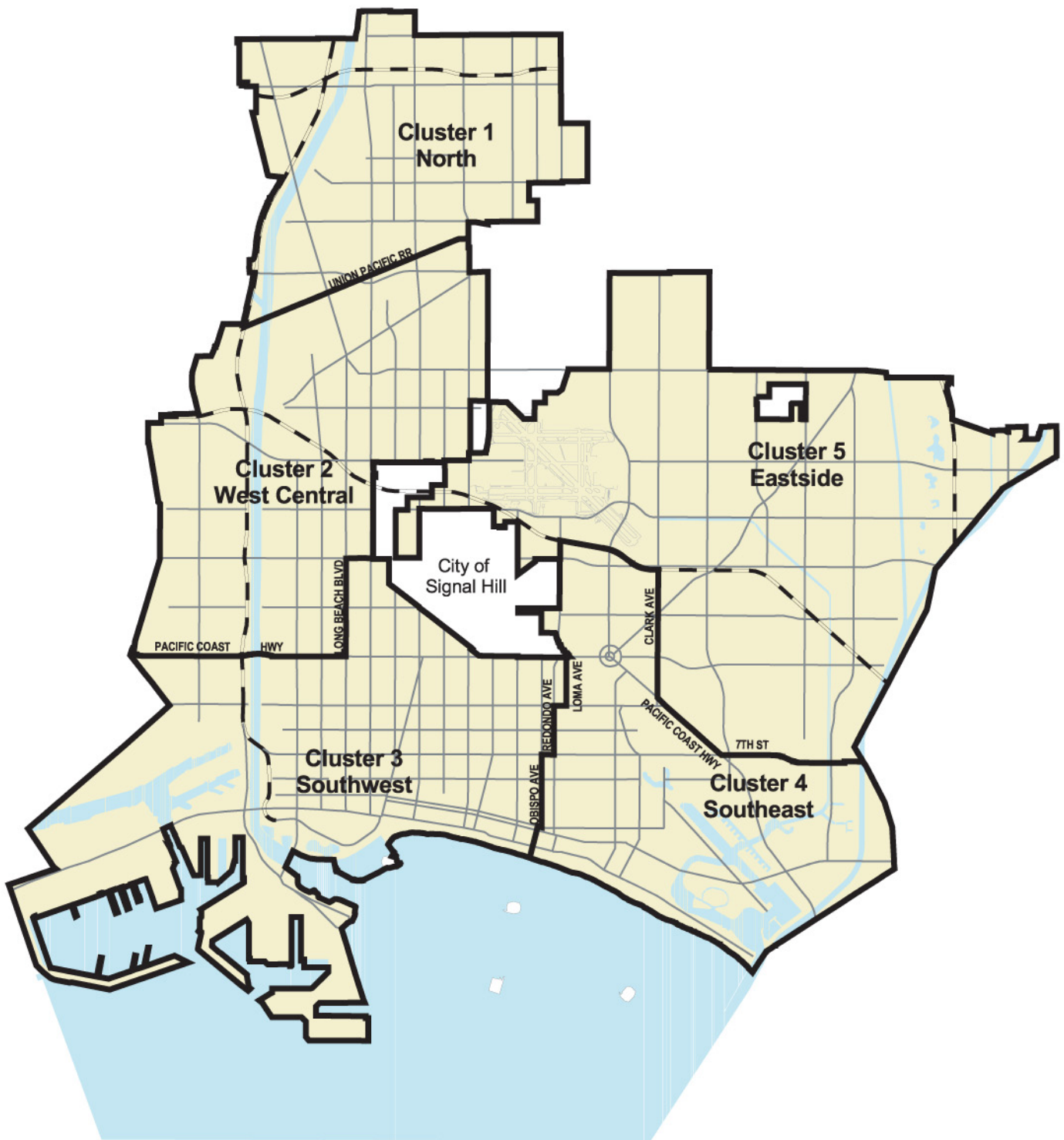
- <u>Wednesday, January 7, 2004</u>
  Community Cluster 1—North
  Houghton Park/Multi-Purpose Room
  6301 Myrtle Avenue, Long Beach

■ <u>Wednesday, January 14, 2004</u>
   Community Cluster 2—West Central
   Silverado Park / Social Hall
   1545 W. 31st Street, Long Beach

■ <u>Wednesday, January 21, 2004</u>
   Community Cluster 3—Southwest
   Cal Recreation Center / Social Hall
   1550 Martin Luther King Avenue, Long Beach

■ <u>Tuesday, January 27, 2004</u>
   Community Cluster 5—Eastside
   Milliken High School / Cafeteria Dining Room
   2800 Snowden Ave., Long Beach

■ <u>Wednesday, January 28, 2004</u>
   Community Cluster 4—Southeast
   Long Beach Fire Dept. Training Center / Classroom #2
   2249 Argonne Avenue, Long Beach

1.3   Community Input Utilization

Areas of agreement as well as differences of opinion have emerged from the process that will ultimately influence future policy-making. Areas of agreement will be a basis for confirming existing policy, and areas of disparity will be the focus for future community discussions. The results of the process will provide policy direction in the issue areas of land use and mobility for the next twenty years.

The purpose of this report is multifaceted. Mainly it serves to consolidate the public input received during the first set of community cluster meetings. In addition, the report documents the community cluster's goals and concerns for the future, thereby providing meaningful direction for the General Plan Update. It also facilitates comparison of responses, by allowing readers to identify areas of common ground or disagreement. The report is broken down into two parts with the first one, the Community Cluster section, containing summaries of the different activities in the process: responses to the series of questions on land use and mobility and mapping exercise. The second part of the report, the Findings section, provides a summary of the input received from the various activities in each committee meeting.

Cluster 1
North

Cluster 2
West Central

Cluster 5
Eastside

City of
Signal Hill

UNION PACIFIC RR

LONG BEACH BLVD

PACIFIC COAST   HWY

CLARK AVE

OBISPO AVE

REDONDO AVE

LOMA AVE

PACIFIC COAST HWY

7TH ST

Cluster 3
Southwest

Cluster 4
Southeast

NORTH   NOT TO SCALE

1.4 Community Clusters

The following are brief descriptions of each of the Community Clusters and their land uses.

1.4.1 *Community Cluster 1—North*

Community Cluster 1—North is generally referred to as North Long Beach (NLB). It is an area covering 4,730 acres bounded on the west by I-710 Long Beach Freeway, Susana Road, and the LA River/LA County Flood Control; on the north by 70th and 72nd Streets; on the east by Downey and Hayter Avenues; and on the south by South, Cherry, and 54th Streets and the Union Pacific Railroad (UPRR). In fact, of the five clusters, North Long Beach is the most distant from City Hall in downtown. The harsh edges of the Artesia (S. R. 91) and Long Beach Freeways (I-710), the Los Angeles River, and the UPRR provide a distinct physical separation of Cluster 1 from adjacent areas of Long Beach, and may contribute to a lack of cohesiveness with the broader Long Beach community.

Of the 4,730 acres of land within Cluster 1, 58 percent is developed with residential uses; 9 percent is devoted to industrial/manufacturing uses; 9.1 percent is used for commercial purposes; and 1.7 percent is devoted to parks and open space uses.

1.4.2 *Community Cluster 2—West Central*

Community Cluster 2—West Central encompasses an area of approximately 6,123 acres. It is bounded on the west by Dominguez Street, the Union Pacific Railroad Tracks, Santa Fe, River, and Hesperian Avenues, a portion of the I-405 San Diego Freeway, and Southern California Edison right-of-way; on the north by the Union Pacific Railroad tracks; on the east by Cherry and Del Amo Avenues, the Union Pacific Railroad right-of-way, jogs west on Cover Street and back south on Cherry Avenue, thence west on Wardlow Road, south on Atlantic Boulevard, west on Willow Street, and south on Long Beach Boulevard; finally, on the south by Pacific Coast Highway.

About 59 percent of the land with Cluster 2 is developed with residential uses, about 2.9 percent is devoted to industrial/manufacturing uses, about 5.6 percent is institutional uses, about 10.0 percent is used for commercial purposes, and about 7.1 percent is devoted to open space.

1.4.3 *Community Cluster 3—Southwest*

Community Cluster 3—Southwest encompasses 8,050 acres. The Southwest Cluster is bounded on the west by the I-47 Terminal Island Freeway and the City's boundary with the City of Los Angeles; on the north by Pacific Coast Highway, Long Beach Boulevard, a short segment of Willow Street, the City's boundary with the City of Signal Hill, and once again along Pacific Coast Highway; on the east by Loma, Redondo, and Obispo Avenues; and on the south by the shoreline inclusive of the Port and Queen Mary areas. As the most diverse

Cluster, it includes a range of uses, including: traditional downtown civic center and business center uses, port activities, tourist-oriented, cultural and artist-district, and residential/neighborhood uses of varying densities. Much attention has recently been given to carefully redeveloping the downtown, and many of these efforts are now coming into fruition. The area contains numerous Long Beach resources and institutions (e.g., many old Long Beach churches and schools, St. Mary Medical Center).

About 31.0 percent of the land is developed with residential uses, about 48.5 percent is devoted to port/industrial uses, about 10.0 percent is used for commercial purposes, and about 4.0 percent is devoted to open space including parks. The remaining 5.3 percent of land uses are devoted to institutional uses, including the Civic Center, St. Mary Medical Center, and the City College Pacific Coast Campus.

1.4.4 *Community Cluster 4—Southeast*

Community Cluster 4—Southeast encompasses 5,057 acres. It is bounded on the west by Obispo, Redondo, and Loma Avenues, and the City's boundary with Signal Hill; on the north by the I-405 San Diego Freeway, Clark Avenue, Pacific Coast Highway, and Seventh Street; on the east by the City's border with Orange County and the City of Seal Beach; and on the south along the shoreline. The major cross-town commuter corridors of Pacific Coast Highway and Seventh Street cross the area. About 48.4 percent of the land is developed with residential uses, and over 12.0 percent is devoted to parks and open space. Over 8.0 percent is used for commercial purposes, public facilities and institutions constitute approximately 5.0 percent of land use.

1.4.5 *Community Cluster 5—Eastside*

Community Cluster 5—Eastside encompasses 9,908 acres. It is bounded on the west by the City's boundary with the Cities of Signal Hill and Lakewood; on the north by the City's boundaries with Lakewood; on the east by the City's boundary with the Cities of Hawaiian Gardens, Cypress, Los Alamitos, and Seal Beach, and the County of Orange; and on the south by Seventh Street, Pacific Coast Highway, Clark Avenue, the I-450 San Diego Freeway, and the northern boundary of the City of Signal Hill. Community Cluster 5 is largely composed of single-family detached homes. Therefore, it is much less densely populated than the other four community clusters. Cluster 5 contains two major suburban-type shopping centers; Los Altos and the Towne Center. Major institutional uses include the Veteran's Memorial Medical Center situated adjacent to California State University at Long Beach. The Eastside Cluster also encompasses the Long Beach Airport and the Boeing aircraft manufacturing plant.

About 49.0 percent of the land is developed with residential uses, and about 12 percent is devoted to open space and recreational lands. Institutional uses are also highest, composing about 10 percent of the land use. The airport consumes 10.0 percent of the land and industrial uses make up roughly 6.0 percent of the uses. About 5.8 percent is used for commercial purposes.